



COMMUNITY OUTREACH/MARKETING COORDINATOR I/II

Purpose:

To actively support and uphold the City's stated mission and values. To perform a variety of professional work involving the development of marketing, community outreach, special programs and public information strategies in accordance to the City's mission and values.

Distinguishing Characteristics:

Community Outreach/Marketing Coordinator I – This is the entry level class in the Community Outreach/Marketing Coordinator series. This class is distinguished from the Community Outreach/Marketing Coordinator II by the performance of the more routine duties assigned to positions within the series, including directing or participating in gathering information, providing information and assisting with the production and distribution of a wide variety of printed materials in support of City programs; assisting in the creation and implementation of a variety of City activities and events; and providing support and assistance to other staff members.

Community Outreach/Marketing Coordinator II – This is the full journey level class within the Community Outreach/Marketing Coordinator series. This class is distinguished from the Community Outreach/Marketing Coordinator I by the performance of the full range of duties as assigned, including reviewing materials, research and factual information. Employees at this level receive only occasional instruction/assistance as new situations arise, and are fully aware of operating procedures and policies of the work group. Positions in this class are normally filled by advancement from the Community Outreach/Marketing Coordinator I after two years of experience. This level acts as a liaison between the City and the media by conducting interviews and communicating City information. This level also serves as a liaison with regional agencies and represents the City with regional entities.

Supervision Received and Exercised:

Community Outreach/Marketing Coordinator I - Receives supervision from the Community Outreach/Marketing Supervisor or other management staff.

Community Outreach/Marketing Coordinator II - Receives general direction from the Community Outreach/Marketing Supervisor or other management staff. May exercise functional or technical supervision over lower level staff.

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Examples of Duties:

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

- Assist in the coordination of media relations and citizen requests, including writing press releases and conducting media interviews.
- Recommend and implement marketing goals; and establish schedules and methods of operation.
- Prepare, revise, and administer annual marketing/communications budget. Prepare cost estimates for budget recommendations, submit justification for budget items, and advise the Community Outreach/Marketing Supervisor of budget issues.
- Oversee bid specification preparation; and make recommendations for bid awards. Manage the administration of contracts with professional consultants and other contractors in the areas of marketing, public relations, advertising, and special events.
- Develop and maintain complex internal and external communications to promote understanding, awareness, and compliance with City and public programs; and act as a resource for City employees, residents, visitors, and Tempe employers/businesses.
- Coordinate the production and distribution of a wide variety of printed and electronic materials, including managing web pages, producing annual reports, and public information collateral materials.
- Work with various community organizations and stakeholders, including the business community, Arizona State University, school districts, Tempe Chamber of Commerce, Tempe Convention and Visitors Bureau, Downtown Tempe Community, Regional Public Transportation Authority/Valley Metro, Maricopa Association of Governments, state and federal agencies to coordinate marketing and public information efforts.
- Attend local, regional, and state meetings related to clean air issues, policies, standards, and mandated legislation; and may serve as the City's representative on intergovernmental committees.

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- Serve as staff liaison and/or provide staff support to advisory boards, commissions, and committees, including the Bicycle Advisory Committee, Transportation Commission and Marketing Committee.
- Prepare written and oral reports for the City Council on transportation related items as needed.
- Coordinate logistics, secure sponsorship donations, oversee production of printed materials, and publicize special events.
- Place media, negotiate advertising rates, and manage corresponding media contracts.
- Conduct surveys, plan development, implementation, and monitoring of new and current programs.
- Administer the City's compliance with the Maricopa County Trip Reduction Program, including coordinating the annual employee survey and preparing the annual plan.

Experience Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The hiring department may include job related experience, training or license and certification preferences at the time of recruitment. A typical way to obtain the knowledge and abilities would be:

Community Outreach/Marketing Coordinator I

One year of general experience in the areas of marketing, communications, program development/implementation, event planning, and/or public relations, preferably with a public agency.

Community Outreach/Marketing Coordinator II

Three years of responsible experience in the areas of marketing, communications, program development/implementation, event planning, and/or public relations, preferably with a public agency.

Training:

Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, journalism, advertising, public administration, or related field.

Effective February 2005

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This position is included in the City's classified service, pursuant to City of Tempe Personnel Rules and Regulations, Rule 1, Section 104.

Job Code: 0811/0812

Salary Range: 29/33

Compensation Plan: P40/Regular

FLSA: Exempt

Effective February 2005